

ESTTA Tracking number: **ESTTA333544**Filing date: **02/22/2010**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92051945
Party	Defendant RichRelevance, Inc.
Correspondence Address	RichRelevance, Inc. 275 Battery St., Suite 1150 San Francisco, CA 94111 UNITED STATES legal@edvert.net
Submission	Answer and Counterclaim
Filer's Name	Lori Weiss
Filer's e-mail	loriweiss@quinnemanuel.com, claudiabogdanos@quinnemanuel.com
Signature	/Lori Weiss/
Date	02/22/2010
Attachments	Registrant RichRelevance_s Answer and Counterclaims (Opp No 92051945).pdf ( 30 pages )(2037132 bytes )

## Registrations Subject to the filing

Registration No	3657301	Registration date	07/21/2009
Registrant	ChoiceStream. Inc. 210 Broadway, 4th floor Cambridge, MA 02139 UNITED STATES		

## Goods/Services Subject to the filing

Class 035. First Use: 2006/01/29 First Use In Commerce: 2006/01/29

All goods and services in the class are requested, namely: Targeted advertising services, namely, promotion of the goods and services of others by means of a global computer network; Advertising services, namely, promoting the goods and services of others by providing recommendations based on consumer's click and purchase data; promoting the goods and services of others by providing a web site at which users can link to information pertaining to the goods and services offered by advertisers; dissemination of advertising matter; dissemination of advertising matter for others via the Internet

Registration No	3378718	Registration date	02/05/2008
Registrant	ChoiceStream. Inc. 4th floor 210 Broadway Cambridge, MA 02139 UNITED STATES		

## Goods/Services Subject to the filing

Class 042. First Use: 2006/01/29 First Use In Commerce: 2006/01/29

All goods and services in the class are requested, namely: providing online non-downloadable software for use by retailers and online entertainment providers in providing goods and services that are customized to user preferences

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Registration No. 3,471,575

Date of Registration: July 22, 2008

Mark: RICHRELEVANCE

ChoiceStream, Inc.

Petitioner,

v.

RichRelevance, Inc.,

Registrant.

Cancellation No. 92/051,945

**REGISTRANT RICHRELEVANCE, INC.'S ANSWER AND COUNTERCLAIMS**

Registrant RichRelevance, Inc. ("RichRelevance" or "Registrant") by its attorneys Quinn Emanuel Urquhart Oliver & Hedges, LLP, answers the Petition to Cancel of ChoiceStream, Inc. ("ChoiceStream" or "Petitioner") as follows:

Registrant avers that the introductory paragraphs do not contain any allegations that require a response. To the extent these paragraphs are deemed by the Trademark Trial and Appeal Board (the "Board") to include allegations, Registrant admits that it is the owner of Registration No. 3,471,575, that it is a corporation established under the laws of Delaware and has an address at 275 Battery Street, Suite 1150, San Francisco, California 94062, and that Petitioner alleges that it "believes it will be damaged by the above-identified registration as it relates to the recited services in International Class 35, and hereby petitions to cancel the registration." Registrant lacks sufficient knowledge or information to form a belief as to the remaining allegations of the introductory paragraphs of the Petition to Cancel and on that basis denies the remaining allegations.

1. Registrant avers that the registration certificate for United States Registration No. 3,657,301, attached as Exhibit B, purports to show that Petitioner owns United States Registration No. 3,657,301 in International Class 35 for “[t]argeted advertising services, namely, promotion of the goods and services of others by means of a global computer network; Advertising services, namely, promoting the goods and services of others by providing recommendations based on consumer’s click and purchase data; promoting the goods and services of others by providing a web site at which users can link to information pertaining to the goods and services offered by advertisers; dissemination of advertising matter; dissemination of advertising matter for others via the Internet,” purports to show a date of first use in commerce as January 29, 2006, purports to show that registration was granted on July 21, 2009, and purports to show that the registration is subsisting on the Principal Register. Registrant lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 1 of the Petition to Cancel and on that basis denies the remaining allegations.

2. Registrant avers that the registration certificate for United States Registration No. 3,378,718, attached as Exhibit C, purports to show that Petitioner owns United States Registration No. 3,378,718 in International Class 42 for “providing online non-downloadable software for use by retailers and online entertainment providers in providing goods and services that are customized to user preferences,” purports to show a date of first use in commerce as January 29, 2006, purports to show that registration was granted on February 5, 2008, and purports to show that the registration is subsisting on the Principal Register. Registrant lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 2 of the Petition to Cancel and on that basis denies the remaining allegations.

3. Registrant avers that its date of first use is May 2, 2007 and date of first use in commerce is July 4, 2007 for its RICHRELEVANCE mark subject to Registration No. 3,471,575, and otherwise lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 3 of the Petition to Cancel and on that basis denies the remaining allegations.

4. Registrant lacks sufficient knowledge or information to form a belief as to the allegations contained in Paragraph 4 of the Petition to Cancel and on that basis denies the allegations.

5. Registrant admits that Exhibit D purports to show a printout of products sold in commerce under the trademark REALRELEVANCE from Petitioner's website and lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 5 of the Petition to Cancel and on that basis denies the remaining allegations.

6. Registrant admits the allegations contained in Paragraph 6 of the Petition to Cancel.

7. Registrant lacks sufficient knowledge or information to form a belief as to the allegations contained in Paragraph 7 of the Petition to Cancel and on that basis denies the allegations.

8. Registrant admits that Exhibit F purports to show printouts from MITX website dated January 11, 2010, and lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 8 of the Petition to Cancel and on that basis denies the remaining allegations.

9. Registrant denies the allegations contained in Paragraph 9 of the Petition to Cancel.

10. Registrant denies the allegations contained in Paragraph 10 of the Petition to Cancel.

11. Registrant denies the allegations contained in Paragraph 11 of the Petition to Cancel.

12. Registrant lacks sufficient knowledge or information to form a belief as to the allegations contained in Paragraph 12 of the Petition to Cancel, except admits that its date of first use is May 2, 2007 and date of first use in commerce is July 4, 2007 for its RICHRELEVANCE mark subject to Registration No. 3,471,575.

13. Registrant admits that it received registration for the mark RICHRELEVANCE, Registration No. 3,471,575, for "internet advertising services; advertising services" in International Class 35 on July 22, 2008, and, except as so stated, lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 13 of the Petition to Cancel and on that basis denies the remaining allegations.

14. Registrant admits that David Selinger, Registrant's Chief Executive Officer and Co-Founder, and Tyler Kohn, Registrant's Vice President of Engineering and Co-Founder, were consultants with ChoiceStream and assisted in developing cross-marketing technology and services for Petitioner, avers that Mr. Selinger provided speaking services to Petitioner in August 2006 and that Messrs. Selinger and Kohn worked as consultants for Petitioner in or around November 2006 through May 2007, and, except as so stated, lacks sufficient knowledge or information to form a belief as to the remaining allegations contained in Paragraph 14 of the Petition to Cancel and on that basis denies the remaining allegations.

15. Registrant admits that Petitioner has contacted Registrant, namely, Messrs. Selinger, Todd Pearson, Registrant's Chief Customer Officer, and/or Bill Growney, Registrant's

General Counsel by telephone, on or about November 2008, January 2009, February 2009, and October 2009, avers that Bill Growney and Doug Feick, Petitioner's General Counsel, had a meeting in or around March 2009, avers that during these telephone conversations, Petitioner alleged the potential for consumer confusion between the REALRELEVANCE and RICHRELEVANCE marks, and, except as so stated, denies the allegations contained in Paragraph 15 of the Petition to Cancel.

16. Registrant denies the allegations contained in Paragraph 16 of the Petition to Cancel.

17. Registrant avers that the WHEREFORE paragraph does not contain any allegations that require a response. To the extent this paragraph is deemed by the Board to include allegations, Registrant denies them.

**FIRST AFFIRMATIVE DEFENSE**  
**(Failure to State a Claim)**

18. Petitioner's claims are barred, in whole or in part, because Petitioner has failed to state a claim for which relief can be granted.

**SECOND AFFIRMATIVE DEFENSE**  
**(Lack of Confusion as to Origin)**

19. Petitioner's claims are barred, in whole or in part, due to the absence of actual or likely consumer confusion regarding the nature, origin, source, sponsorship, or affiliation of Registrant's RICHRELEVANCE mark.

**THIRD AFFIRMATIVE DEFENSE**  
**(Acquiescence)**

20. Petitioner's claims are barred, in whole or in part, by the equitable principle of acquiescence.

**FOURTH AFFIRMATIVE DEFENSE**  
**(Waiver)**

21. Petitioner's claims are barred, in whole or in part, by the equitable principle of waiver.

**FIFTH AFFIRMATIVE DEFENSE**  
**(No Deceptive Conduct)**

22. Petitioner's claims are barred, in whole or in part, because Registrant has not engaged in any conduct that is likely to deceive reasonable members of the public.

**SIXTH AFFIRMATIVE DEFENSE**  
**(Laches)**

23. Petitioner's claims are barred, in whole or in part, by the doctrine of laches.

**SEVENTH AFFIRMATIVE DEFENSE**  
**(Estoppel)**

24. Petitioner's claims are barred, in whole or in part, by the doctrine of estoppel.

**EIGHTH AFFIRMATIVE DEFENSE**  
**(Unclean Hands)**

25. Petitioner's claims are barred, in whole or in part, by the doctrine of unclean hands.

## COUNTERCLAIMS

Registrant RichRelevance believes it is, and will continue to be, damaged by the existence of Registration Nos. 3,378,178 and 3,657,301 for the mark REALRELEVANCE and hereby petitions for cancellation of the same pursuant to Sections 2 and 14 of the Trademark Act of 1946, as amended (the "Lanham Act"), 15 U.S.C. §§ 1052(e), 1064, and 37 C.F.R. § 2.106(b).

26. Registrant is a corporation organized and existing under the laws of Delaware with a principal place of business at 275 Battery Street, Suite 1150, San Francisco, California 94062.

27. Registrant is the leading provider of next-generation personalization and product recommendation tools for eCommerce sites. Built on the enRICH™ platform, Registrant's products offer robust merchandiser control, are exclusively retailer focused, and employ over 40 different recommendation types with cross-placement optimization and a closed-feedback loop to display relevant, clearly-explained product recommendations.

28. Registrant owns Registration No. 3,471,575 for the RICHRELEVANCE mark in connection with "[i]nternet advertising services; [a]dvertising services" in International Class 35, filed on December 6, 2007 and registered on July 22, 2008. The RICHRELEVANCE mark subject to Registration No. 3,471,575 was first used on May 5, 2007, and first used in commerce on July 4, 2007.

29. On May 27, 2009, Registrant filed federal trademark application Serial No. 77/745,840 with the United States Patent & Trademark Office ("USPTO") for the RICHRELEVANCE mark in connection with "[a]pplication service provider (ASP) featuring software which provides collaborative filtering and optimization services to enhance online shopping and ecommerce sites" in International Class 42. The RICHRELEVANCE mark



subject to application Serial No. 77/745,840 was first used on May 5, 2007, and first used in commerce on July 4, 2007.

30. Upon information and belief, Petitioner is a corporation organized and existing under the laws of Delaware with a principal place of business at 210 Broadway Street, Cambridge, Massachusetts 02139.

31. Upon information and belief, Petitioner combines consumers' "real" shopping data – which enables Petitioner to identify consumers' "real" tastes, interests, and preferences – and its personalization engine to generate personalized, "relevant" product recommendations and advertisements for every shopper. According to Petitioner's website, Petitioner offers: "Real Relevance. Real Results." Screenshots and printouts from Petitioner's website, [www.choicestream.com](http://www.choicestream.com), are attached hereto as Exhibit A.

32. Upon information and belief, Petitioner owns Registration No. 3,378,718 in International Class 42 for "providing online non-downloadable software for use by retailers and online entertainment providers in providing goods and services that are customized to user preferences," filed on August 22, 2006 and registered on February 5, 2008.

33. Upon information and belief, Petitioner owns Registration No. 3,657,301 for the mark REALRELEVANCE for "[t]argeted advertising services, namely, promotion of the goods and services of others by means of a global computer network; [a]dvertising services, namely, promoting the goods and services of others by providing recommendations based on consumer's click and purchase data; promoting the goods and services of others by providing a web site at which users can link to information pertaining to the goods and services offered by advertisers; dissemination of advertising matter; dissemination of advertising matter for others via the Internet," in International Class 35, filed on December 23, 2008 and registered on July 21, 2009.

34. Registrant is, and will continue to be, damaged by the continued existence of Registration Nos. 3,378,178 and 3,657,301 because Petitioner's REALRELEVANCE mark is, and was at the time of Petitioner's filing of Registration Nos. 3,378,178 and 3,657,301, merely descriptive and lacking secondary meaning.

35. Cancellation of Petitioner's registrations should be granted pursuant to Section 2(e) of the Lanham Act, 15 U.S.C. § 1052(e), on the grounds Petitioner's mark is merely descriptive and lacks secondary meaning, to the damage of Registrant.

WHEREFORE, Registrant respectfully requests that the Petition to Cancel be dismissed with prejudice; that Petitioner's Registration Nos. 3,378,178 and 3,657,301 be cancelled in their entirety; and that the Board grant such further relief as it deems just and appropriate.

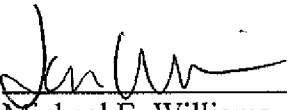
Pursuant to 37 C.F.R. § 2.6(a)(16), please charge Deposit Account Number 50-3778 the requisite amount of six hundred dollars (\$600.00) to cover the statutory fee for filing a petition for cancellation in two International Classes. Please also charge any additional amounts to Deposit Account Number 50-3778.

All communication should be addressed to Registrant's counsel, Quinn Emanuel  
Urquhart Oliver & Hedges, LLP, at the below stated address.

Dated: New York, New York  
February 22, 2010

Respectfully submitted,

Quinn Emanuel Urquhart Oliver & Hedges,  
LLP

By:   
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Email: claudiabogdanos@quinnemanuel.com  
loriweiss@quinnemanuel.com

ATTORNEYS FOR REGISTRANT  
RICHRELEVANCE, INC.

**CERTIFICATE OF SERVICE**

I certify that on the 22nd day of February, 2010, I caused a true copy of REGISTRANT RICHRELEVANCE, INC.'S ANSWER AND COUNTERCLAIMS to be served on Petitioner's attorney, Phi Lan M. Tinsley, K&L Gates LLP, State Street Financial Center, One Lincoln Street, Boston, MA 02111-2950, via First Class mail.

A handwritten signature in cursive script, appearing to read 'Lori Weiss', is written above a horizontal line.

Lori E. Weiss

# EXHIBIT A

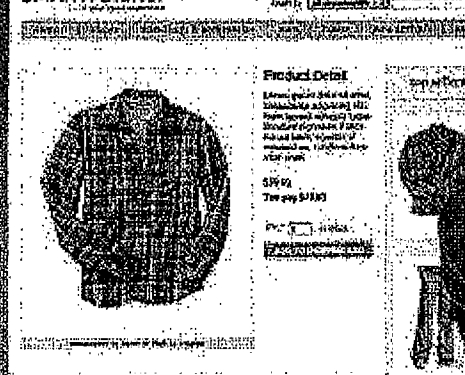


# The Fastest Way to Lift Retail Revenue

Personalized product recommendations, email and advertising that boost sales online and in-store

Learn more ►

## SMARTretailer



## Product Recommendations

Where is  
ChoiceStream?  
San Francisco, CA  
March 2-4

The Retail  
Innovation  
& Marketing  
Conference

## Recent Headlines

### Putting goods on display

"Online display ads are gaining in importance for retail marketers. According to ChoiceStream's Cheryl Kellond, "Experimentation is back, and retailers are really committed to finding out what works." — Internet Retailer

at&t

## Latest Webinar



Retargeting with  
Personalization - A  
Winning Strategy for  
Increasing Holiday Sales

### M-commerce shows promise as a product recommendation channel, study says

"Retailers should focus more on mobile devices than social-networking sites when trying to gain sales from product recommendations, suggests new survey data released by ChoiceStream." — Internet Retailer

Though

Please Do  
Ready for  
on Social  
Attention I  
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Subscr

### Zappos Gets Personal, But Not Too Personal

"Leading online shoe and apparel site Zappos.com has seen a 3% increase in sales and noticed customers look at about 20% more pages per visit since they began using ChoiceStream's personalized product recommendations." — The New York Times

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ChoiceStream 360° Personalization

WASH THE DEMO

Retail Solutions


ChoiceStream RealRelevance® Retail Solution uses your shopping data, the best predictor of future purchases, and combines it with our proven recommendation engine to automatically generate personalized product recommendations and display ads that drive new sales and boost customer loyalty.

ChoiceStream is the only personalization provider that offers personalized ecommerce marketing, merchandising and advertising, letting you use one vendor to personalize the entire customer lifecycle — from acquisition to sales to retention.


We call it 360° Personalization. You'll call it remarkable.

Check out the solutions below and see the results for yourself.


Personalized Advertising



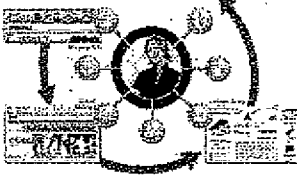
Personalized Marketing



Personalized Merchandising



ChoiceStream 360° Personalization



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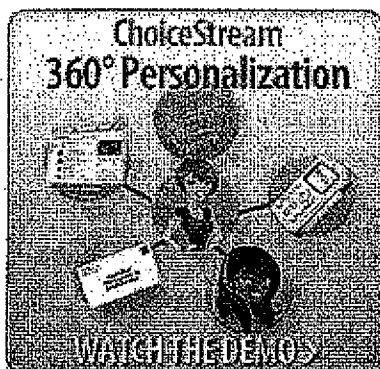
## Retail Solutions

**ChoiceStream RealRelevance® Retail Solution uses your shopping data, the best predictor of future purchases, and combines it with our proven recommendation engine to automatically generate personalized product recommendations and display ads that drive new sales and boost customer loyalty.**

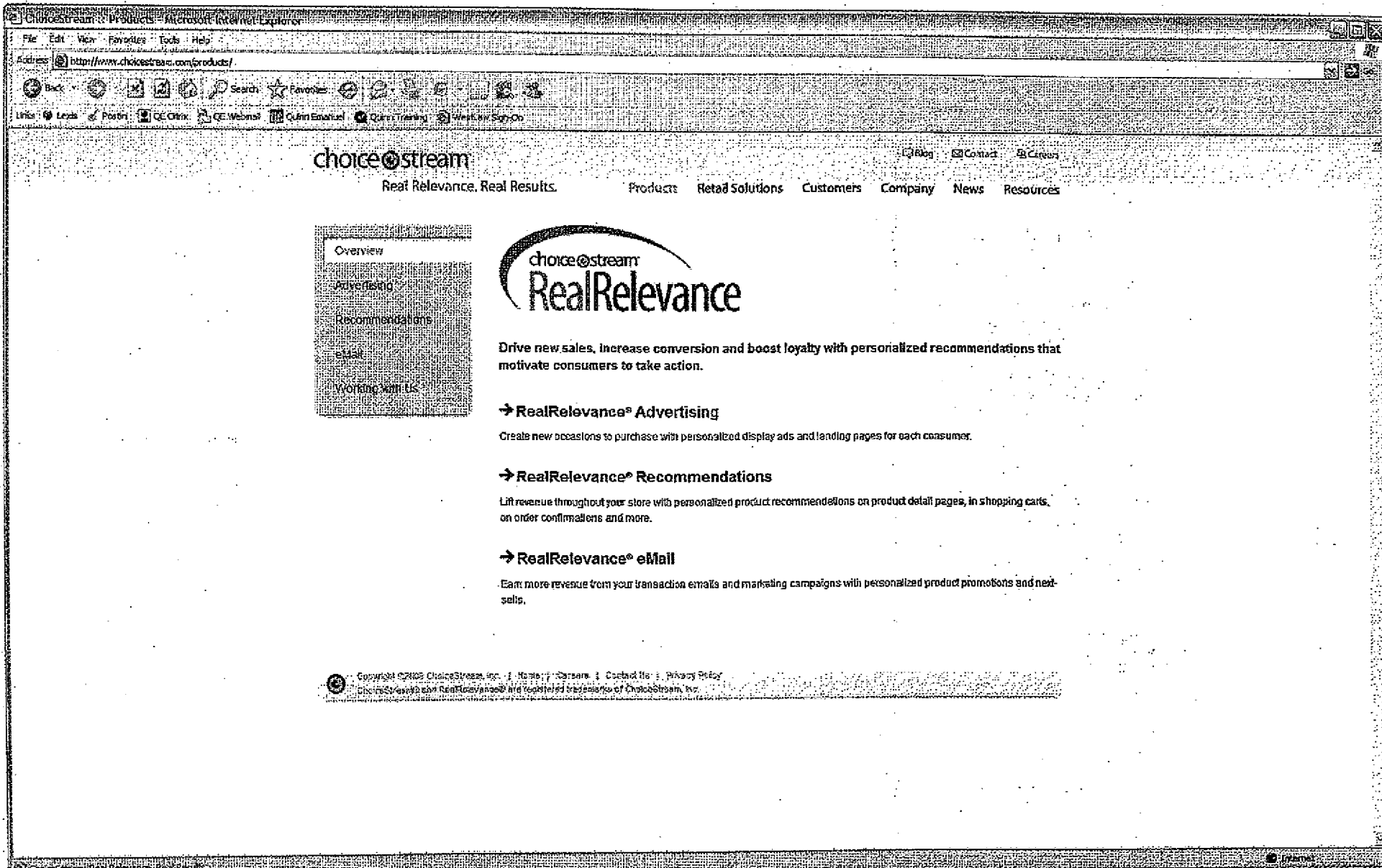
ChoiceStream is the only personalization provider that offers personalized ecommerce marketing, merchandising and advertising, letting you use one vendor to personalize the entire customer lifecycle — from acquisition to sales to retention.

We call it 360° Personalization. You'll call it remarkable.

Check out the solutions below and see the results for yourself.



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Real Relevance. Real Results.

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Drive new sales, increase conversion and boost loyalty with personalized recommendations that motivate consumers to take action.

#### → RealRelevance® Advertising

Create new occasions to purchase with personalized display ads and landing pages for each consumer.

#### → RealRelevance® Recommendations

Lift revenue throughout your store with personalized product recommendations on product detail pages, in shopping carts, on order confirmations and more.

#### → RealRelevance® eMail

Earn more revenue from your transaction emails and marketing campaigns with personalized product promotions and next-sells.

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Drive new sales, increase conversion and boost loyalty with pe  
that motivate consumers to take action.

### **RealRelevance® Advertising**

Create new occasions to purchase with personalized display ads and landing pages

### **RealRelevance® Recommendations**

Lift revenue throughout your store with personalized product recommendations on pr  
order confirmations and more.

### **RealRelevance® eMail**

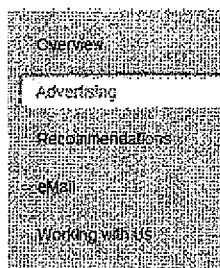
Earn more revenue from your transaction emails and marketing campaigns with pers  
sells.

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### Actual Customer Experience\*

3-5 times increase in revenue per 1000 impressions

154% increase in click-through rate

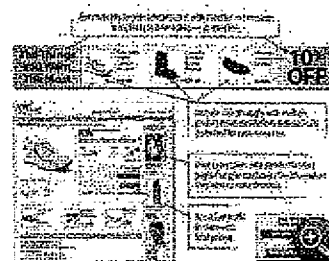
66% increase in conversion rate



## RealRelevance Advertising

ChoiceStream RealRelevance® Advertising boosts revenue for retailers with dynamic, personalized ads that combine the in-market relevance of search marketing with the broad reach and frequency of display advertising.

ChoiceStream ads may look similar to other ads, but only ChoiceStream ads offer personally relevant product recommendations as well as the 'one-two punch' of both personalized ads and personalized landing pages. This unique combination is proven to deliver more pre-shop engagement and more online purchases than any other dynamic ad solution on the market, increasing revenue by up to 5X.



### How It Works

We use your consumer shopping data — the best predictor of future purchases — and our patent-pending personalization engine to dynamically generate ads and landing pages with personalized product recommendations for every shopper. *[It is important to note that while we do analyze consumers' shopping data, we never collect any personally identifiable information. So PII stays private and secure.]*

These recommendations create new occasions to purchase by combining the products shoppers are most likely to be in-market for now with individually targeted messages and offers that really resonate. And, best of all, they layer on the media you're already buying to increase the yield of your existing ad spend. Or, if you're not currently doing display advertising, we can buy your inventory for you through our relationship with OpenX.

The result is personalized ads that connect with your consumers and can be used to dramatically improve the results of all your ad campaigns, including prospecting, retargeting and affiliate marketing.



### With RealRelevance Advertising, you can:

- Boost net new orders from retargeting campaigns by 200-300% by creating new opportunities to purchase.
- Acquire new customers and increase foot traffic to your stores by promoting the products shoppers are in-market for now.
- Advertise local prices on local inventory to drive in-store sales.
- Increase campaign revenue up to 5X with the powerful combination of personalized ads and landing pages.
- Gain the broadest possible reach with a solution that can be run on any ad inventory or network.

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## RealRelevance Advertising

**ChoiceStream RealRelevance® Advertising boosts revenue for personalized ads that combine the in-market relevance of search reach and frequency of display advertising.**

ChoiceStream ads may look similar to other ads, but only ChoiceStream ads offer personally relevant product recommendations as well as the 'one-two punch' of both personalized ads and personalized landing pages. This unique combination is proven to deliver more pre-shop engagement and more online purchases than any other dynamic ad solution on the market, increasing revenue by up to 5X.

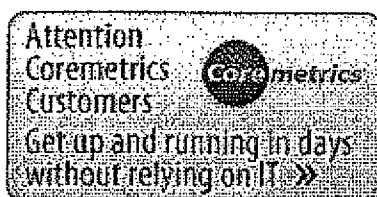


### Actual Customer Experience\*

3-5 times increase in revenue per 1000 impressions

154% increase in click-through rate

66% increase in conversion rate



### How It Works

We use your consumer shopping data — the best predictor of future purchases — and our patent-pending personalization engine to dynamically generate ads and landing pages with personalized product recommendations for every shopper. *[It is important to note that while we do never collect any personally identifiable information. So PII stays private and secure.]*

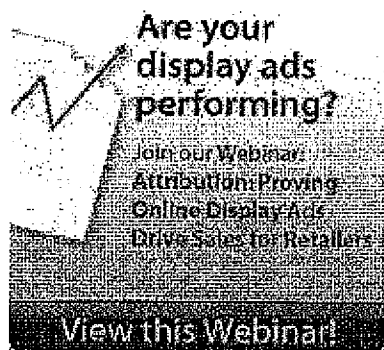
These recommendations create new occasions to purchase by combining the product for now with individually targeted messages and offers that really resonate. And, best already buying to increase the yield of your existing ad spend. Or, if you're not current your inventory for you through our relationship with OpenX.

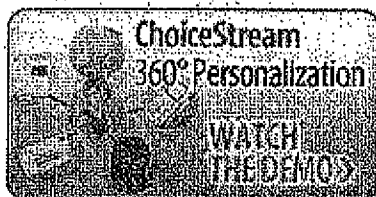
The result is personalized ads that connect with your consumers and can be used to dramatically improve the results of all your ad campaigns, including prospecting, retargeting and affiliate marketing.



### With RealRelevance Advertising, you can:

- Boost net new orders from retargeting campaigns by 200-300% by creating r
- Acquire new customers and increase foot traffic to your stores by promoting now.
- Advertise local prices on local inventory to drive in-store sales.
- Increase campaign revenue up to 5X with the powerful combination of persona
- Gain the broadest possible reach with a solution that can be run on any ad inv
- Analyze all of your ad metrics in one place through easy integration with 3rd-p





## Behavioral Targeting Networks

Leverage page views, clicks and browsing data ✓

Leverage *commerce data* (e.g., purchases, cart abandons, and searches)

Target broad-based audience categories and segments ✓

Target *individuals* with personalized products, messages, and offers

Offer dynamic ad generation to create personalized ads on the fly

Automatically traffic and manage your ads and optimize results

Advertise local prices on local, in-store inventory

## Working with ChoiceStream

- **Advertisers**  
Get up and running in days
- **Agencies**  
Offer personalized ads with no hassle

## Contact Us

ChoiceStream RealRelevance Advertising offers a whole new way to drive business online. Contact us and find out more.

Name

Company

Email

\* Source: Actual results based on A/B tests comparing advertiser's best-performing display ads against recommendations.

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ChoiceStream 360° Personalization

Are your display ads performing?

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## RealRelevance Recommendations

ChoiceStream RealRelevance® Recommendations offers the only personalized product recommendations proven to dramatically increase revenue and engagement for today's biggest retail brands, including Zappos, Tesco, Blockbuster, Overstock.com and Borders.

We use your actual shopping data — the best predictor of future purchases — and ChoiceStream's patent-pending technology to dynamically generate personalized product recommendations that motivate consumers to buy. *[Note that while we do analyze consumers' shopping data, we never collect any personally identifiable information. So consumer data stays private and secure.]*

You can use these recommendations on product detail pages, shopping carts, email marketing, order confirmations and anywhere else you want to increase conversion and order size.

### RealRelevance Recommendations Increase the Metrics That Matter

Increase Retention in Email Marketing

Create New Occasions to Purchase

Boost Conversion on Product Detail Pages

Overview

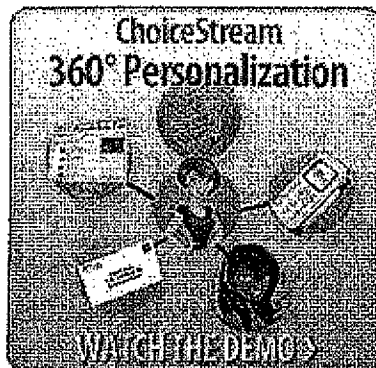
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## RealRelevance Recommendations



**Key benefits include:**

- Higher conversion on product detail pages, category pages, and more with relevant consumer based on your actual shopping data.
- Increased AOS on shopping carts with dynamic cross-sell recommendations that products (e.g., batteries with a camera purchase).
- More successful next-sells with personalized product recommendations on cart
- New occasions to purchase and more revenue from your category and home p
- Improved retention via personalized email marketing that drives shoppers back t
- Insight into what's working and why with sophisticated, detailed reporting.
- Best-of-breed technology that powers more Top 50 retailers than all of our com

**How it Works**

ChoiceStream analyzes your actual shopping data, including online and offline shopping email responses; 3rd party data; etc. We combine this data with our patent-pending e personalized product recommendations for product detail pages, shopping carts, search more. These personalized recommendations are proven to grab consumers' attention

**Recommendation Manager Puts You in Control**

Our web-based Recommendation Manager puts merchandising controls at your fingertips, including boosts, blacklists, defaults and overrides. And, a powerful reporting dashboard keeps you on top of what's working and why.

ChoiceStream helps more Top 50 retailers drive higher revenues with personalized product recommendations than all of our competitors combined. Let us show you how we can drive sales for you.

Easy to use boosts, overrides, and defaults to control recommendations

Measure the performance of your recommendations

Web-based platform that lets you manage your account

**Working with ChoiceStream**

It's easy to create automated, personalized marketing and merchandising throughout your site. Find out more...

**Contact Us**

Contact us to find out how you can drive more revenue

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ChoiceStream 360° Personalization

Are your display ads performing?

## RealRelevance eMail

**ChoiceStream RealRelevance® eMail creates new, personalized purchase opportunities that increase revenue and drive engagement.**

ChoiceStream eMail enables you to deliver dynamic, personalized product recommendations in email campaigns and transaction emails. These relevant recommendations are valued by your shoppers and lift response because they are based on each shopper's individual purchase behavior and interests.

### How It Works

To create personalized product recommendations that increase response, ChoiceStream uses your actual shopping data — the best predictor of future purchases — and combines it with ChoiceStream's patent-pending recommendation engine. *(Note: while we do analyze consumers' shopping data, we never collect any personally identifiable information. So PII stays private and secure.)*

You control the creative process to leverage your best-performing creative and layout. ChoiceStream takes your design and translates it into a fully functional image map that you can place directly into your email templates via a simple image tag.

The result is email marketing that drives incremental revenue and net new sales both online and in-store by recommending the products consumers are in-market for now.

**With RealRelevance eMail, you can:**

- Deliver real-time recommendations that ensure the best quality recommendations, from your most up-to-date catalog of in-stock items.
- Create new opportunities to purchase by adding scalable, personalized merchandising and promotions to transaction-based emails.
- Drive foot traffic in-store by promoting local prices and promotions available only in your bricks-and-mortar channel.
- Improve retention with targeted next-sell recommendations.
- Follow up with cart abandoners to get them back to your store.
- Leverage your best-performing creative as ChoiceStream translates your artwork and layout into an image map to put into your email templates via an image tag.
- Acquire new customers with relevant recommendations based on each prospect's browsing and click behavior.

Overview

Advertising

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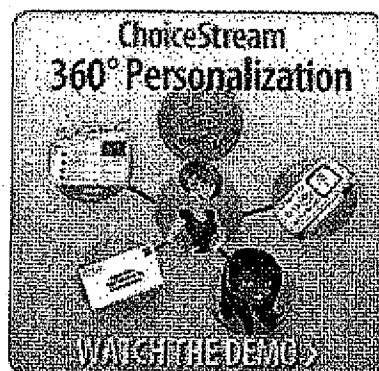
Working with Us

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Personalized recommendations  
based on individual purchase  
behavior and interests



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Personalized recommendations  
based on individual purchase  
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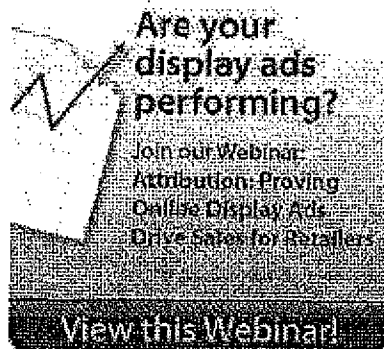
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You control the creative process to leverage your best-performing creative and layout translates it into a fully functional image map that you can place directly into your email.

The result is email marketing that drives incremental revenue and net new sales from the products consumers are in-market for now.

### With RealRelevance eMail, you can:

- Deliver real-time recommendations that ensure the best quality recommendations in-stock items.
- Create new opportunities to purchase by adding scalable, personalized merch based emails.
- Drive foot traffic in-store by promoting local prices and promotions available on
- Improve retention with targeted next-sell recommendations.
- Follow up with cart abandoners to get them back to your store.
- Leverage your best-performing creative as ChoiceStream translates your artwork into your email templates via an image tag.
- Acquire new customers with relevant recommendations based on each prospect
- Integrate easily into any HTML-based email template including all popular email
- Access personalization solution experts to get your campaigns up and running deployment.



## Reporting Shows You What Works (and What Doesn't)

ChoiceStream's analytics capabilities provide precise insights into performance by campaign recommendation strategy within a campaign. Below is a partial list of the metrics available:

- Impressions / Opens
- Clickthrough rate
- Conversion rate
- Revenue per thousand emails

## 360° Personalization for Every Interaction with Your Customers

ChoiceStream RealRelevance Solutions can be used to personalize not just email, but your consumers. Use them for on-site merchandising, display advertising, search marketing and more.

ChoiceStream is the only personalization provider with hands-on experience in all the recommendations for major retailers like Zappos, Tesco, Blockbuster, Overstock.com

## Contact Us

ChoiceStream RealRelevance eMail offers a whole new way to drive business online. Contact us and find out more.

Name

Company

Email

Submit

\* Source: Actual results based on A/B tests comparing advertiser's best-performing display ads against recommendations.

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